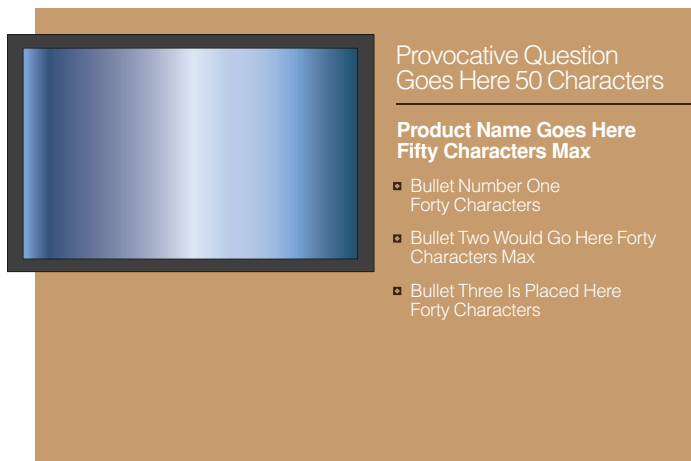


IBM Information ON Demand 2009



Typical 8' Pedestal with 20" Plasma



Proof Point Sign Example

Proof Point Content Submission Instructions

Proof points are specialized copy designed to encourage attendees to engage with your company. Think of proof points as cues to start a conversation with an attendee about their needs, challenges and perspectives. They are placed at eye-level to capture attention and support the dialogue with the demonstrator.

Please consider the following when writing proof points:

- Proof points are most effective when they are focused on the attendee's needs. They should be customer-focused, conversational and clearly state the benefits to the attendee of the product/solution/offering at the pedestal.
- Proof points should be written in initial capitalization or sentence case format, an ALL CAPS format is not acceptable.
- With an ultimate goal of provocation the proof point should continue to tell the story and be written in a conversational tone.
- Consider a "Did you know?" construct to peak curiosity and encourage attendees to engage with your company.
- Substituting benefit statements for URLs is not recommended.

Included with your turnkey package:

- Internet
- 500 watt electrical
- 8' Kiosk pedestal
- 20" monitor
- Carpet
- Pedestal sign
- Logo header
- Labor

Example:

Question: How can you enhance your health system?

Product Statement: Healthcare Solutions

- Proof Points:
- Transform Operations & Contain Costs
 - Turn Data into Actionable Information
 - Collaborate with Members & Providers